

8-3776

MEMORANDUM FOR: Deputy Director of Central Intelligence

VIA: Deputy Director [redacted]

25X1

SUBJECT: [redacted] Munich Meeting on  
Broadcasting Effectiveness

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1. This memorandum contains a recommendation submitted for DCI approval. Such recommendation is contained in paragraph 2.

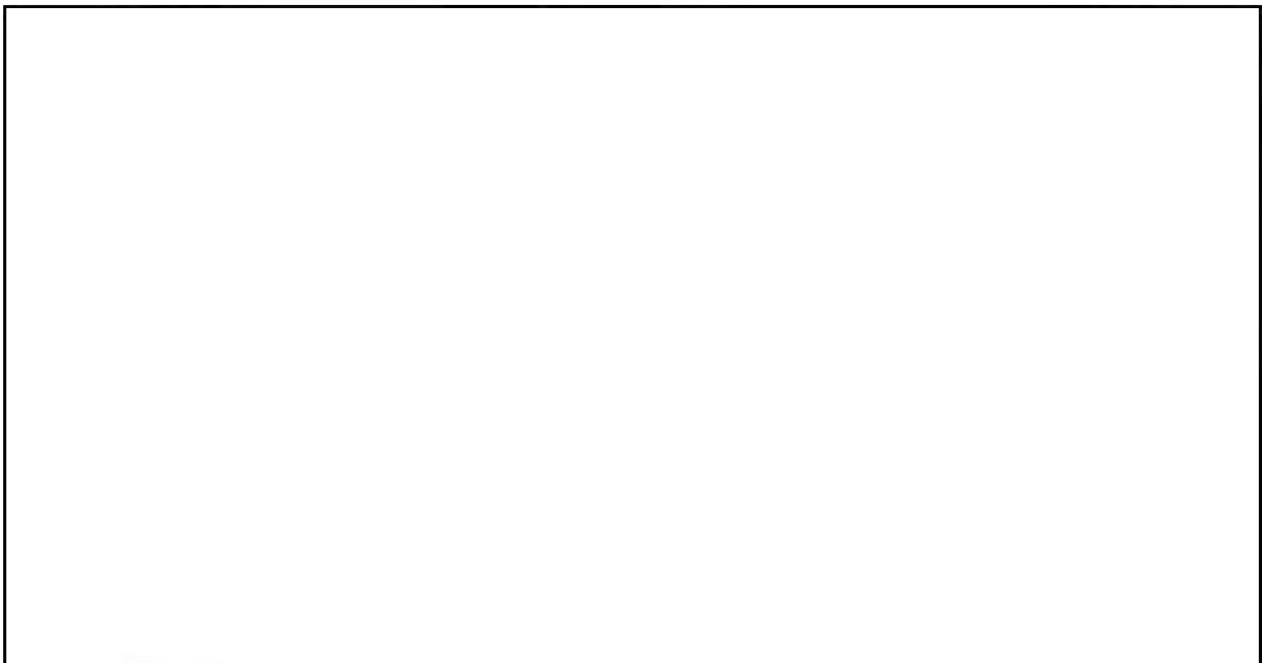
2. I think the meeting in Munich this year to discuss the effectiveness of US broadcasting to the USSR and European satellites is particularly significant, and especially so in the light of shifting Soviet tactics. It is very necessary, then, that we make the most of this opportunity to take a hard look at both program techniques and evaluation procedures with long range considerations in mind.

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State Department review completed

SECRET

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1 Enclosure  
Letter to Mr. Loomis

CONCUR:

25X1



JUN 15 1956

Date

25X1

The recommendation in paragraph 5 are approved.

SIGNED

19 JUN 1956

C. P. Cebell  
Deputy Director of Central Intelligence

Date

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SECRET

381/4  
1379

25X1



ER - File - 27 - 6/26/56

19 JUN 1956

Mr. Henry Loomis, Chief  
Office of Support and Intelligence  
United States Information Agency  
Room 703, Walker-Johnson Building  
Washington 25, D. C.

Dear Mr. Loomis:

Thank you for your letter of 30 April  
concerning the meeting to be held in Munich,  
13-17 August, on the effectiveness of U. S.  
broadcasting to the USSR and European Satel-  
lites.



ILLEGIB

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Sincerely,

SIGNED

C. P. Cabell  
Lieutenant General, USAF  
Deputy Director

25X1

(5 Jun 56)

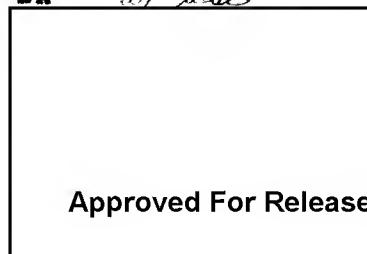
Rewritten: DDCI:km:gw (19 Jun 56)

Distribution:

Orig & 1 - Addressee

1 - DDCI *w/copy to me*  
1 - ER *w/copy to me*

25X1



25X1

Approved For Release 2003/10/29 : CIA-RDP80B01676R001000200048-9  
See ~~RR~~ copy for concurrence.  
*attached*



UNITED STATES INFORMATION AGENCY  
WASHINGTON

Executive Reg'd  
8-2284

Confidential

April 30, 1956

Ch. 1 5/15

My dear General Cabell:

A meeting will be held in Germany again this year on effectiveness of U.S. broadcasting to the USSR and European Satellites. As you are probably aware, similar meetings were held the last two years in Berlin under the chairmanship of Wilbur Schramm. He will again act as chairman, but this year the meeting is scheduled for August 13-17 in Munich rather than Berlin.

As in past years, the Department of State at our behest has again requested that representatives from the orbit posts, the peripheral offices, and others concerned from Western Europe attend the meeting. Also attending will be representatives from USIA, RFE, RLib, and, I believe, OCB, and EE and OIR in State Department.

This year we plan, rather than devoting the entire meeting to a discussion of actual effectiveness itself, to place substantial emphasis on exploring ways and means of getting more and better information on effectiveness from the Embassies, peripheral units, etc., and on how such information can be better analyzed, compared, and utilized by the broadcasters and other offices concerned.

25X1

Sincerely,

*Henry Loomis*  
Henry Loomis  
Chief, Office of Research  
and Intelligence

General Charles P. Cabell  
Deputy Director  
Central Intelligence Agency

8/39/77

Mr. Henry Loomis, Chief  
Office of Support and Intelligence  
United States Information Agency  
Room 703, Walker-Johnson Building  
Washington 25, D. C.

Dear Mr. Loomis:

I have read with interest your suggestion that part of the proposed meeting with Mr. Schramm in Munich be devoted to the question of improving our methods of obtaining more accurate information on the effectiveness of international broadcasting.

The officers in CIA responsible for the evaluation of technical effectiveness have felt that, although the present system produces much valuable information, there are large gaps in our intelligence on the subject.

Sincerely,

C. P. Campbell  
Lieutenant General, USAF  
Deputy Director

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Distribution:

Original & 1 - Addressee

1 - C/IO

1 - PP/TCD

1 - RI via DD/P

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✓ - Exec. Reg.

1 - ICD Radio

1 - AD/SI

ER-8-22-84/a

Mr. Harry Loomis, Chief  
Office of Support and Intelligence  
United States Information Agency  
Washington 25, D. C.

Dear Mr. Loomis:

Thank you for your letter of April 30th and the [redacted]

25X1

[redacted]

25X1

Sincerely,

C. R. Gobell  
Lieutenant General, USA  
Deputy Director

25X1

Recd/ed. 5/25/1968 (17 May 68)

Distribution:

DDCI - 2 ✓ w/Bsc. ESO - 1

DD/I - 1

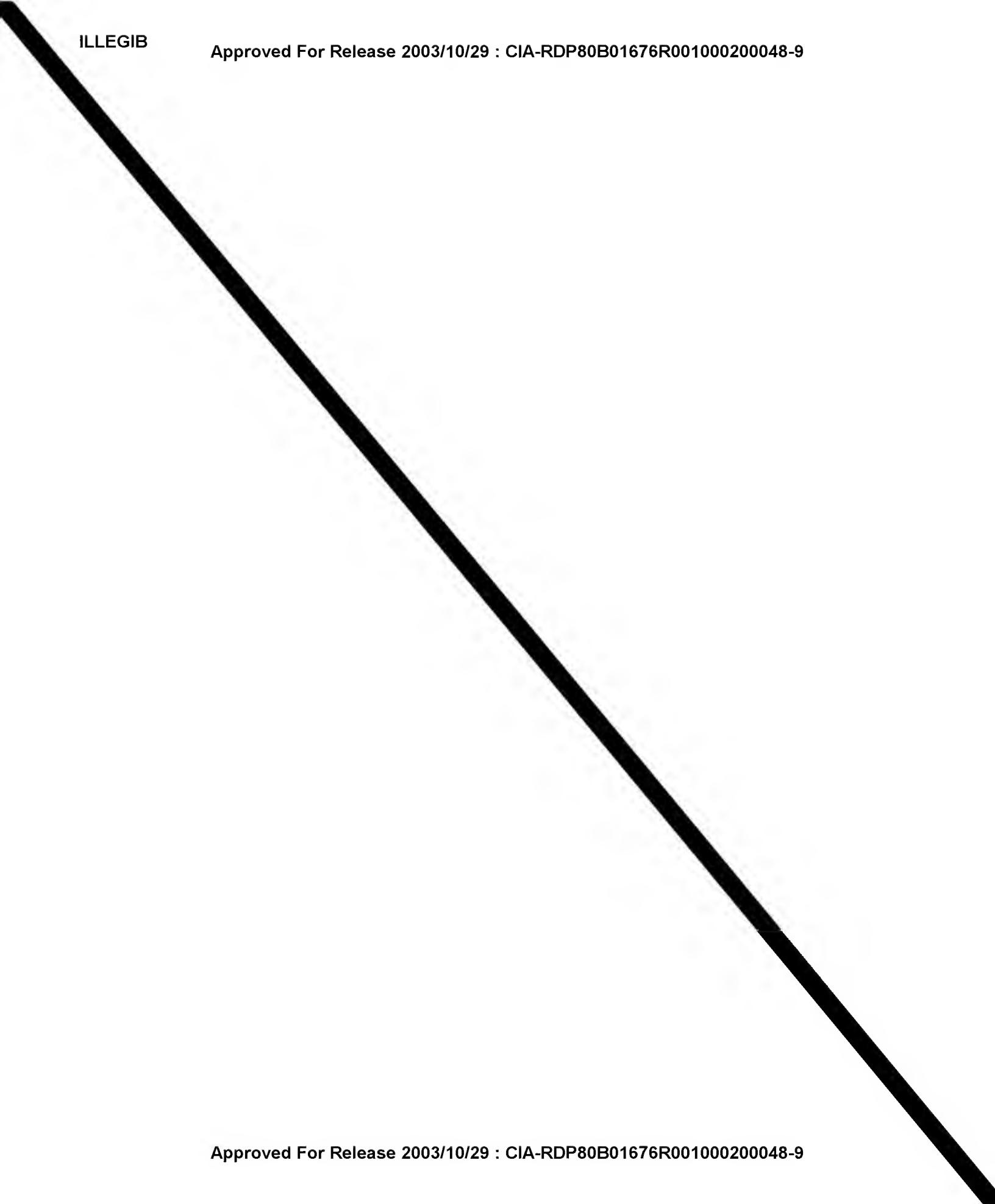
AD/SI - 2 - w/Cy of Bsc.

SI/Admin - 1

[redacted]

ILLEGIB

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MEMORANDUM FOR: GEN. CABELL

Recommend you sign my revised  
version (on top).

[Redacted] to coordinate  
with DDP & 8 May

[Redacted]

26 May  
(DATE)

FORM NO. 101 REPLACES FORM 10-101  
1 AUG 54 WHICH MAY BE USED.

(47)

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UNCLASSIFIED CONFIDENTIAL SECRET

CENTRAL INTELLIGENCE AGENCY  
OFFICIAL ROUTING SLIP

TO	NAME AND ADDRESS	INITIALS	DATE
1	o/ DD/I		8 1956
2	AD/S,		
3	o/ DD/I		
4			
5			
6			
ACTION	DIRECT REPLY	X	PREPARE REPLY
APPROVAL	DISPATCH		RECOMMENDATION
COMMENT	FILE		RETURN
CONCURRENCE	INFORMATION		SIGNATURE

Remarks:

Original of attached letter is being given to General Cabell.

(3) Please have reply prepared for his signature ("Dear Mr. Loomis" -- "Sincerely").

FOLD HERE TO RETURN TO SENDER

FROM: NAME, ADDRESS AND PHONE NO.

DATE

O/DDCI

5/7/56

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(SENDER WILL CIRCLE CLASSIFICATION TOP AND BOTTOM)

CENTRAL INTELLIGENCE AGENCY  
OFFICIAL ROUTING SLIP

TO		INITIALS	DATE
1	Deputy Director/Intelligence	[ ]	18 May
2	Deputy Director of Central Intelligence Rec'd 5/16.	[ ]	
3			
4			
5			
FROM		INITIALS	DATE
1	Assistant Director for Scientific Intelligence	[ ]	18 May
2			
3			

25X1

ILLEGIB

APPROVAL       INFORMATION       SIGNATURE  
 ACTION       DIRECT REPLY       RETURN  
 COMMENT       PREPARATION OF REPLY       DISPATCH  
 CONCURRENCE       RECOMMENDATION       FILE

Remarks:

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ROUTING AND RECORD SHEET

**INSTRUCTIONS:** Officer designations should be used in the "TO" column. Under each comment a line should be drawn across the page and each comment numbered to correspond with the number in the "TO" column. Each officer should initial (check mark) his name before further routing. This Routing and Record Sheet should be returned to Registry.

FROM:				TELEPHONE	NO.
25X1	[Redacted]				
					DATE

25X1	TO	ROOM NO.	DATE		OFFICER'S INITIALS	TELEPHONE	COMMENTS
			REC'D	FWD'D			
1.	[Redacted]						Coordinated with [Redacted] who concurs.
2.							
3.							
4.							
5.	Executive Registry			6/19			
6.	DDCI	203	6/18	6/19			
7.		Admin					
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